



Date: March 25, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending March 25, 2005

The following weekly update highlighting various activities for the week ending March 25, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Fire

On Tuesday, dozens of Fire Department personnel received recognition from over 1,000 people at the Fire Department's 33rd Annual Meritorious Awards Luncheon at the Long Beach Convention Center. The awards were given for efforts during 2003 and 2004. Receiving the highest award was Capt. Stephen Raganold, who was named 2004 Firefighter of the Year. More than a dozen community members, including two Long Beach police officers, were also recognized. Fire Capt. Mark German received the Fire Department's Purple Heart Award.

Community Development, Economic Development Bureau

The Economic Development Commission accepted the *Long Beach Economic and Market Analysis*, a key component of the Jobs and Business Strategy, at its March 16 meeting. The *Economic and Market Analysis* provides a snapshot of the Long Beach economy, and features detailed pictures of Long Beach demographics, industry clusters and jobs. The first of several citywide meetings was held on March 21 and the findings of the Analysis and recommendations from community members were presented. The *Economic and Market Analysis* is on the City's website at www.longbeach.gov

Health and Human Services

Director of the United States Interagency Council on Homelessness, Philip F. Mangano spoke at a March 16 luncheon for over 50 community leaders and business representatives. The luncheon was to seek input and support for the Planning Process for the Development of a 10-Year Plan to End Chronic Homelessness.

MAJOR WEEKLY HIGHLIGHTS (continued)

Community Development, Neighborhood Services Bureau

March 22 marked the first official meeting of the St. Mary's Action Committee (SMAC). Many of the residents attending the meeting will work with Neighborhood Improvement Strategy staff to help solve some of the property maintenance issues in their neighborhood. Residents who reside between Pine Avenue to MLK Blvd. and 10th St. to Anaheim St. will be trained to identify and report code enforcement violations.

Parks, Recreation and Marine, Community Recreation Programs Bureau

During the week of March 19 to March 25, Youth Sports banquets were held at Bixby, Cesar Chavez, Cherry, College Estates, El Dorado, Martin Luther King, Jr., Silverado, Wardlow, and Whaley Parks in appreciation for the fine sportsmanship and hard work shown by the players during basketball season. Recreation leaders, Steven Salazar and Drew Marcos presented "CESPN" interview video of the coaches from College Estates Park, spliced together with excerpts from the youth sports basketball games that were held on Saturdays. More than 950 youth and family members attended these events.

Parks, Recreation and Marine, Planning and Development Bureau

Long Beach Rotary Club raised an additional \$6,000, over the approximately \$100,000 already contributed, to install sod at the newly dedicated Rotary Centennial Park. By planting sod instead of seed, the park will be opened in May, several months earlier than originally planned.

Library Services

Third grade classrooms from Cesar Chavez Elementary School participated in a 'Dig My Dictionary' competition at Main Library on March 16 to kick off the third annual "Dictionary Days." The goal of the project is to place a personal dictionary in the hands of all 9,000 third graders in Long Beach, and to connect students with the resources available at the public library to support academic achievement. Teachers and school librarians provide instruction in using the dictionaries, and public librarians direct students to additional resources during visits to the libraries. "Dictionary Days" is a partnership between the Library and the Long Beach Unified School District, and is jointly sponsored by the Miller Foundation and the Long Beach Public Library Foundation.

UPCOMING EVENTS AND PROJECTS

Library Services

The Burnett Neighborhood Library will show the Spanish language video, "Cesar E. Chavez, Mexican American Labor Leader," for teens and adults on **March 30** at 4:00 p.m. This event is part of the Library's celebration of Chavez's legacy during the month of March, which includes displays or programs at each library.

UPCOMING EVENTS AND PROJECTS (continued)

On display at the Main Library in the bookcases on the Lower Level through **March 31:**

- "Cesar Chavez and the United Farmworkers," memorabilia and artwork collected by artist Danny Flores.
- "It's All About Hughes," photos and documents from the Long Beach Collection on Howard Hughes and Hercules, his name for the Spruce Goose.
- "Fahrenheit 451," Ballantine first edition books from several decades, collected by Joe Brockowski.

Health and Human Services

An HIV/AIDS Women's Caucus meeting will be held on **March 28**. The topic of the meeting will be "Words of Encouragement and Enlightenment."

A series of events will be held during the week of **April 4** to commemorate National Public Health Week. Among the activities include workshops on public health, the grand opening of the Farmer's Market and staff awards.

Parks, Recreation and Marine, Community Recreation Programs Bureau

At noon on **March 26**, egg hunts and other activities for youth will be held at Bixby, College Estates, Deforest, Drake, Martin Luther King, Jr., Ramona, Scherer, Stearns Champions, Veterans, and Wardlow Parks. Admiral Kidd Park will host a Safety and Health Fair at 10:00 a.m. in addition to an egg hunt, soccer tournaments, raffles and other activities.

Police

Beginning **March 31**, the Traffic Section of the Police Department will begin a new yearlong program called *In-CAR-ceration*. The program is designed to improve awareness about driving without a license. A prefabricated jail cell will be placed at various locations throughout the city and a vehicle will be placed inside the cell. A banner that reads "No License, No Vehicle, No Exceptions" in both Spanish and English will be affixed to the jail cell. The first location will be at Wal-Mart located at the Long Beach Towne Center, 7250 E. Carson Street.

Nationally, unlicensed drivers are responsible for 20% of all fatal accidents. It is estimated that approximately 38,000 people drive unlicensed within the city of Long Beach on an average day. When a vehicle is towed because the driver is unlicensed, a 30-day hold is placed on the vehicle. Fees to reclaim the vehicle can total as much as \$1,000. This program is funded by a grant from the California Office of Traffic Safety.

AWARDS

Health and Human Services

Bioterrorism Preparedness Coordinator Hanan Obeidi was selected as the recipient of the Southern California Public Health Association's President's Award for her leadership in supporting regional public health activities. The award will be presented on April 4 in Oakland at the Bi-Annual Joint Conference of the California Public Health Associations.

PUBLIC SAFETY

Fire

The Fire Department responded to a total of 1,477 emergency calls for service: 123 calls were for fires, of which 17 involved structures; and 740 emergency medical calls, of which 488 required paramedics.

Police

The monthly community crime prevention meeting was held on March 16. Nearly 60 community members attended to learn about airport safety and hear tips to help make their airline travel safer and more enjoyable.

Citywide, police officers responded to 854 priority one, 1,822 priority two, and 12,386 priority three calls for service, for a total of 15,062. Police officers made 555 arrests, issued 1,473 citations and conducted 480 field interviews.

Health and Human Services

The Department's Bioterrorism Preparedness Coordinator attended the Bioterrorism (BT) Preparedness Coordinator's Conferences in Atlanta, Georgia sponsored by the Centers for Disease Control and Prevention (CDC) and in Sacramento sponsored by the California Department of Health Services. The conferences provided local BT Coordinators a chance to meet as a group, discuss bioterrorism emergency preparedness issues that affect jurisdictions, and receive guidance and instruction on the CDC BT Guidance grant.

Representatives from local hospitals, clinics, the American Red Cross, and the Los Angeles County Department of Health Services attended a meeting of the Long Beach Hospital Roundtable on March 18. Representatives from the National Bioterrorism Hospital Response and Pandemic Influenza spoke.

A "Fire Up Your Metabolism" workshop was held on March 24. Information on nutrition and exercise habits that can boost metabolism was presented. The workshop is among one of many activities being held to commemorate National Nutrition Month in March.

Staff participated in the Long Beach Interfaith Council meeting on March 16 to provide information to religious leaders from all faiths and beliefs in Long Beach about HIV/AIDS and resources for testing and treatment so that it could be addressed at congregations throughout the city.

Healthy Active Long Beach conducted a healthy cooking demonstration and food sampling session on March 23. The program provides learning activities about the Five A Day Program, and tips for healthy eating.

NEIGHBORHOODS

Parks, Recreation and Marine

The DeForest Wetland Habitat Restoration, Colorado Lagoon Wetland Habitat Restoration, El Dorado Wetlands Restoration, and Hamilton Bowl/Chittick Field Watershed Study projects were submitted to the Watershed Conservation Authority (a joint powers agency of the Rivers and Mountains Conservancy and Los Angeles County Flood Control District) for inclusion in an Integrated Regional Water Management Plan (IRWMP). Projects listed in the IRWMP have an opportunity to qualify for grants administered by the California Department of Water Resources and the State Water Resources Control Board.

Community Development, Neighborhood Services Bureau

In response to the increasing graffiti in the MacArthur Park Neighborhood Improvement Strategy Area, staff organized a workshop at the Anaheim Street Community Police Center with Long Beach Police Department Gang Detectives to educate residents. The well-attended workshop informed residents about the City's efforts to address graffiti and gang activity in their neighborhood.

Community Development, Neighborhood Services Bureau

On March 21, staff hosted a Monday Night Potluck Mixer for approximately thirty neighborhood leaders who were able to network with one another, along with City Hall representatives.

Health and Human Services

Bioterrorism and emergency preparedness information was presented to 20 community members and leaders from the DeForest Park Neighborhood Association.

Parks, Recreation and Marine, Maintenance Operations Bureau

Landscape development at Loma Vista Park has been completed.

Parks, Recreation and Marine, Planning and Development Bureau

Contract negotiations with the bonding company responsible for the completion of Burton Chace Park have been completed and the contractor is expected to begin work within the next week.

ADA improvements are continuing at Wardlow Park and improvements to the restrooms at Pan American Park are complete.

Police, Parks Recreation and Marine

The Police Athletic League continues to have success with its portable playgrounds. The playgrounds are set up in various neighborhoods throughout the city for children ages 7-17. The most recent location was at 68th Street and Long Beach Boulevard. More than 80 children (the biggest group yet) participated in activities such as tetherball, volleyball, crafts, pocket golf, basketball, skateboard elements, and other fun activities. Staff from both Departments work cooperatively in this effort.

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SPECIAL EVENTS

Parks, Recreation and Marine, Community Recreation Programs Bureau

On March 19, Silverado Park hosted a three-on-three basketball tournament, with over 150 youth and parents attending. Teams from Police Athletic League (PAL), Houghton, Veterans, Stearns Champions, and Silverado Parks participated in this event. Trophies were awarded to first and second place winners.

Parks, Recreation and Marine, Special Events and Filming Bureau

Haute Dogs Easter Parade, with an estimated attendance of 400, will be held on the sidewalks of Second Street and at Livingston Park on March 27 from 12:30 p.m. to 4:30 p.m.

Viacom, with a cast and crew of 10, filmed a TV show "MTV Date My Mom 2" on March 20 and 21 at the Leeway Sailing Center.

Universal Television, with a cast and crew of 260, filmed a TV show "House," on March 20 at the Belmont Olympic Pool.

Film Rite Entertainment Group, with a cast and crew of 65, filmed a TV show "Jessie" on March 23 at Veterans Memorial Stadium.

OTHER ITEMS OF NOTE

Energy

From March 13 through March 19, the Gas Services Bureau completed a total of 2,468 service calls. This total included 855 Gas and Water Utility Turn Ons, and 628 Turn Offs. During this period, 809 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 176-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 437 emergency phone calls that resulted in 91 emergency orders being sent out.

GRM: KP:arc

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